

# COMM 255: Final Exam Study Guide

## Chapter 4: Communications and Decision-Making

### A Prescriptive Model Of Decision-Making

- This lesson created modules that cover:
  - 1. Define and limit the problem
  - 2. Establish criteria for evaluating a solution
  - 3. Generate and consider alternative solutions
  - 4. Consider the advantages and disadvantages of the solutions
  - 5. Implement the best solution
- Rules of Brainstorming
  - 1. Create as many ideas as possible
  - 2. Encourage wild and unusual ideas
  - 3. Improve on someone else's (copy, build on)
  - 4. Accept without criticism all ideas
  - 5. Focus on ideas for future consideration
- Maximal Group Techniques: members contribute to their own mutual interests and then share their ideas. They will produce more meaningful ideas that are interesting brainstorming ideas

### Descriptive Models of Decision-Making

- Circulation Phase
  - Create social surroundings and positive social attitudes
- Conflict Phase
  - Examine individual roles, roles ambiguity and social roles
- Emergence Phase
  - Groups improve their levels of effectiveness through including individuals in their significant roles and social power and support
- Participation Phase
  - Group members consensus are achieved

### Alternative Descriptive Models

- Bureaucracy
  - Decision-makers tend to be positively influenced by bounded rationality
  - Groups make decisions more and not qualitatively motivated by results, an optimal decision
  - Decision-makers tend to search for options that satisfy as sufficient choice alternatives quality or one that will

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**G Psacharopoulos**



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